

EC'd Yes    Last Received: 09/17/2012 2:08 PM    Showing Buylines: All Lines

Station WVBTV-TV NORFOLK, VA.  
Advertiser (    ) MAJORITY PAC  
Product SENATE MAJORITY PAC  
Estimate# 1796  
Buyer Spencer Wood  
Phone#  
Fax#

Agency (    ) WATERFRONT STRATEGIES  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 94/100/1796  
Flight Dates 09/18/2012 - 09/24/2012  
Hiatus Weeks

Rep Firm  
Sales Office (    ) PHILADELPHIA  
Salesperson (    ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 11,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	10A-11A	FOX NWS SUNDAY	:30	\$100.00	09/23-09/23	1	1	1	\$100.00	
	2	SA	7P-730P	SAT FOOTBALL PREGAME	:30	\$600.00	09/22-09/22	1	1	1	\$600.00	
	3	SA	730P-1030P	SAT FOOTBALL PREGAME	:30	\$1,200.00	09/22-09/22	2	1	2	\$2,400.00	
	4	W	8P-10P	THE X FACTOR	:30	\$2,500.00	09/19-09/19	1	1	1	\$2,500.00	
	5	TU-F	10P-1045P	WVBT FOX NEWS	:30	\$1,200.00	09/18-09/21	1	1	1	\$1,200.00	
	6	TU-TH	1045P-11P	SPORTSWRAP M-F	:30	\$500.00	09/18-09/20	1	1	1	\$500.00	
	7	SA	8P-1130P	NCAA FOOTBALL	:30	\$1,200.00	09/22-09/22	2	1	2	\$2,400.00	
	8	M	10P-1045P	WVBT FOX NEWS	:30	\$1,200.00	09/24-09/24	1	1	1	\$1,200.00	
	9	M	1045P-11P	SPORTSWRAP M-F	:30	\$500.00	09/24-09/24	1	1	1	\$500.00	

--REPORT TOTALS--

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Report Totals: 11 / \$11,400.00

---SALES MONTHLY TOTALS---

Sep 12: 11 / \$11,400.00  
Sales Totals: 11 / \$11,400.00  
Station Totals: 11 / \$11,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$60,000	CATV 0%	WAVY 41%	WGNT 6%	WPXV 0%	WTKR 7%
		WTVZ 3%	WVBT 13%	WVEC 30%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE